GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2983
ANSWERED ON:10.08.2001
AMOUNT SPENT ON NEWS BULLETINS
CHANDRA NATH SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the amount of money spent by Doordarshan to improve the quality of the news bulletins of non-prime time during the last one year;

(b) the details of annual income earned by Doordarshan through these programmes;

(c) whether the quality of the news bulletins has improved; and

(d) if so, the extent of improvement alongwith the number of viewers this programme has attracted?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Prasar Bharati have intimated that about Rs. 3.24 crores were spent in 2000-2001 onoverall improvement of all News telecasts. Separate figures are not maintained for prime/non-prime time news bulletins.

(b): Prasar Bharati have intimated that during 2000-2001, Doordarshan has earned a totalamount of Rs.65,32,808 from the news bulletins at non-prime time slots.

(c): Yes, Sir.

(d): There has been a general increase in the viewership as indicated by the Television Audience Measurement (TAM) figures for the months of June-July, 2000 and 2001.